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Fax**OFFICIAL****To:** BRYAN JAKETIC (GAU: 3627)**From:** LESTER SUSSMAN**Fax:** 703.872.9306**Pages:** 19**Phone:** 703.308.0134**Date:** 1/15/2004**Re:** Office Action 1**CC:**

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

• Comments:

Attached please find a response to first office action for Appn. 09/781,698

Sincerely,

Lester Sussman

(Applicant)

Appn. 09/781,698

GAU 3627

In the United States Patent and Trademark Office

Serial Number: 09/781,698
Appn. Filed: 02/13/2001
Applicant: Lester Sussman
Appn. Title: System and Method for a Complete and Convenient Shopping Experience
Examiner/GAU: Bryan Jaketic /3627

Faxed: 2004 January 15
Mailed: 2004 January 15
At: Bethesda, MD

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Amendment A

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Letter mailed 09/25/2003, please amend the above application as follows:

Specification

1. The use of the trademark BLUETOOTH is commonly used in issued US PTO patents. Usage is in the Claims, the Specification and the Abstract in the issued patents, without reference to any trademarks and as an accepted term for a technology standard.

A search using the term Bluetooth was done against the US PTO's "Issued Patents" database ("ACLM/bluetooth"), which returned 128 patents that currently use the term BLUETOOTH in the Claims, as well as the Specification, etc. Enclosed please find a copy of a section of the "Issued Patents" search results.